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**AN ANALYSIS OF SPEECH FUNCTIONS USED BY MR. BEAST  
ON YOUTUBE CHANNEL**

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**Abstract**

Speech functions are ways used by someone to convey ideas in communication to make listeners understand the ideas correctly. According to Matthiessen and Halliday's (2014), there are four types of speech functions in communicating, namely statement, question, offer and command. Speech functions do not only occur in the real-life but also occurs in media such as YouTube. The purpose of this research is to analyze the speech functions used by Mr. Beast. Studying speech functions is important for effective communication, as understanding them allows one to convey messages clearly, understand messages received, and respond appropriately. This research was qualitative research. The researcher collected the data by using non-participant observation. The data were obtained from the YouTube channel of Mr. Beast. The data of this research are 4 Mr. Beast videos on YouTube channel that are the most popular in 2023, that are determined by looking at the highest number of viewers of each video. The analysis of the data was conducted according to Matthiessen and Halliday's theory (2014) of speech functions. This research was analyzed by organizing and preparing the data, watching the videos and reading the script, coding, representing data in a table. This research found all four types of speech functions on Mr. Beast YouTube channel with 191 data. The most dominant type is statement with 89 data, followed by questions with 58 data, below that there are commands with 30 data, and the lowest is offer with 14 data. It is hoped that this research can contribute to developing knowledge related to the field of linguistic especially about speech functions.

**Keywords:** Speech Functions, Types of speech functions, Mr. Beast, YouTube, Statement

## I. INTRODUCTION

Speech functions are one part of sociolinguistics that identifies a variety of social functions in formal and casual contexts. Speech functions are ways used by someone to convey ideas in communication to make listeners understand the ideas correctly. Matthiessen and Halliday (2014, p. 97) defines speech functions as a function of language performed by a speaker in a verbal interaction or conversation that specifies his or her role (asking and demanding) and the content or commodity transacted (information or services).

Studying speech functions is important for effective communication in daily life, as understanding them allows one to convey messages clearly, understand messages received, and respond appropriately. Different language functions are used to produce different interpretations and reactions. By understanding speech functions individuals can better interpret the intended meaning of a message, anticipate potential misunderstandings, and communicate more effectively.

Speech functions do not only occur in daily life but also occur in other media. Nowadays, we can also find speech functions in various media, one of which is YouTube. YouTube is

a media for sharing videos and can be watched by everyone from various parts of the world. Many people have published their videos on YouTube so now there are plenty videos that can be watched and learn the speech functions used by vloggers on their YouTube channel.

In this research, the researchers are also interested to explore the topic of speech function to get more understanding of how people construct their language differently related to their purposes. The researchers chose the data from Mr. Beast YouTube channel because this content packaged with all of the attractive segments and games that would entertain the audience and also it would be useful for viewers to increase knowledge about the speech functions employed.

Mr. Beast, whose real name is Jimmy Donaldson, is a well-known American YouTuber famous for his expensive stunts and philanthropy. As of December 2019, Donaldson has over 28 million subscribers on YouTube. Based on Forbes data, Mr. Beast became the number 1 ranked Top Creator in 2022. He is also at the top of Forbes' list of Highest-Paid YouTube Stars 2022. Until now in 2024 Mr. Beast has 244 million subscribers from all over the world.

## **II. REVIEW OF RELATED LITERATURE**

The writer chose Matthiessen and Halliday's (2014) theory of cohesion speech functions because the theory consisted of types of speech functions in detail, which made this research get specific data in specific analyze.

### **2.1. Statement**

Statement is a way of giving information by stating or the act of stating in speech and writing Grolier (1992, p. 44). Statement is also sentence that serves to convey information, facts, or opinions directly. It doesn't ask for a direct response or action from the listener, but rather just provides information. Statement can be positive and negative. Statement I usually begin with the subject, followed by a verb or auxiliary verb, and ends with a full stop.

### **2.2. Question**

A question is asking about a particular point or an expression of inquiry that invites or calls for a replay. Question is a way of demanding information in the form of interrogative, defined as the act of asking a requesting from others using such a particular expressions. According to Matthiessen and Halliday's (2014) the typical function of

asking to questions is to indicate that the speaker wants to demand or request the information from the listener. Question is realized by interrogative clause. Which are used in questions form, questions in ended with questions mark (?). There are three types of question such as: based on Eggins (2004, p. 150).

#### **1) Yes /no questions**

Yes/no questions are questions that can be answered with a simple "yes" or "no". Usually start with an auxiliary verb (be, do, have, will, can) followed by the subject.

#### **2) WH-questions**

These questions seek specific information and begin with a question WH-word (who, what, where, when, why, how, which). The structure of this question is WH-word + auxiliary verb + subject + verb + the rest of the sentence. They cannot answer with a yes or no and the answer is a detailed descriptive explanation.

#### **3) Tag questions**

Tag questions are short question added to the end of a statement to confirm information or seek agreement. They consist of two main parts: the main statement and the tag. The tag is formed using the auxiliary verb from the main sentence and the opposite form of the main verb (positive to negative, negative to positive).

### **2.3. Offer**

Offer is an expression of willingness to give or do something, or to put forward for acceptance, or rejection. Offer also can be definitude as a way of giving good, service, or favors to someone. Offer is usually begun with a modal ("would", "want", "may", or "can") and always ends with a question mark.

### **2.4. Command**

A command is an utterance that instructs or asks the listener to perform an action. The goal is to get the listener to do what the speaker says. The command is usually an imperative statement whether in the form of a positive or negative command. Additionally, often begin with a verb and ends with an exclamation mark (!).

## **III. RESEARCH METHOD**

Using qualitative approach, the researcher analyzed the types of speech functions used by Mr. Beast on YouTube Channel. According to Creswell (2012: 4) Qualitative research is methods to explore and understand the meaning that by a number of individuals or groups of people ascribed social or humanitarian problems. The qualitative research method used in analyzing speech functions on Mr. Beast YouTube channel aligned with the research

objective which was examining what types of speech functions were used in the Mr. Beast video.

For the data collection, the writer used Creswell's theory (2012, p. 166) which was observation method, namely non-participant observation. Started with downloading 4 Mr. Beast videos from YouTube titled "\$1 plane ticket vs \$500,000", "Survive 100 days in a circle; Win \$500,000", "100 kids vs 100 adults for \$500,000", "1-100 year olds battle for \$500,000". The researcher then, downloaded the script of the video. Next, the researcher found the types of speech functions in Mr. Beast videos.

The writes only followed a few steps of data analysis by using Creswell's theory (2009). After the writer watched and read all the video's script from Mr. Beast, the following step was coding, the writer identified, categorized, and coded each existing types of speech functions. Then, the last was the representation step. The results of coding each type of speech functions were represented in a table

## **IV. FINDING AND DISCUSSION**

The findings consist of all the data that answer the research problems that have been formulated in Chapter I. The writer has

collected all data from 4 videos on Mr. Beast's YouTube channel entitled "\$1 vs. \$500.000 plane ticket", "Survive 100 Days in the Circle, Win \$500.000", "100 Kids vs. 100 Adults For \$500.000", "Ages 1-100 Years Fight for 500.000".

The writer analyzed and found 191 utterances that belong to speech functions based on Mathiessen and Halliday's (2014, p. 97) theory. There are 89 statements, 58 questions, 14 offers, 30 commands. Mathiessen and Halliday divide speech functions into four types, namely statement, question, offer, and command. The data presented below accurately represent the entirety of the data.

#### **4.1 Statement**

According to Mathiessen and Halliday (2014, p. 97) statement is a way of giving information that can be either positive or negative. This speech function is used to express the speaker's ideas to the listener. It is called as a statement if the subject is a placed front of a verb or auxiliary verb and it is ended with a period (.) From the data, there are 89 data that can be classified as statement. There are 16 data in the first video, 14 data in the second video, 30 data in the third video and 29 data in the fourth video. This phenomenon is further elaborated upon in the following data.

#### **Video 1 (\$1 vs. \$500,000 plane ticket)**

**Data 2** "We're also gonna fly on a \$25.000 private jet, a \$10.000 first class seat, a blimp, and so much more"

From the previous data, it can be seen as a statement. It is because the utterance is structured as a declarative clause, which typically indicates a statement. This is one of the utterances given by Mr. Beast about his travel plans using various expensive modes of transportation, such as private jets, first-class seats, and blimps. Mr. Beast provides specific details regarding the costs and type of transportation, which is characteristic of a statement. As a statement, this sentence does not explicitly ask for a response from the listener. He only conveys existing information or facts.

#### **4.2 Question**

According to Mathiessen and Halliday (2014, p. 98) question is a way of demanding information in the form of interrogative statement. Questions are used to enquire about something to request information or to probe. In a conversation, people may respond to a question by giving an answer or disclaimer. Answer is a positive responding speech function with the sense of

supporting the question of the speaker, while disclaimer is negative speech function with the sense of confronting the question. From the data, there are 58 data that can be classified as question. There are 13 data in the first video, 8 data in the second video, 20 data in the third video and 17 data in the fourth video. This phenomenon is further elaborated upon in the following data. **Video 1 (\$1 vs. \$500,000 plane ticket)**

**Data 28** “How was your flight?”

Minute 6:48, when Karl Nolan asks "How was your flight?", it is an example of a question speech function. He is seeking information from the person about their experience on the flight. He wants to know how they felt, what they thought, or if they enjoyed the flight. This sentence is not a statement, command, or offer, which is another function in speech functions analysis, because it does not provide information, does not command, and does not offer something, but rather asks for information from the listener.

### 4.3 Offer

Offer is an expression of willingness to give or do something (Mathiessen and Halliday, 2014, p. 99). An offer is way of giving goods and services to someone. Offer occurs when the speaker gives the hearer

some goods or some service and the speaker inherently invites the hearer to receive those goods and service. Offers can elicit responses from the listener, such as acceptance or rejection. If accepted, the response can be “Thank you, I'll accept,” while if rejected, it can be “No, thank you.” Based on the data collection, there were 14 data of offer that found in this research. There are 3 data in the first video, 3 data in the second video, 6 data in the third video and 2 data in the fourth video. This phenomenon is further elaborated upon in the following data.

**Video 1 (\$1 vs. \$500,000 Plane Ticket)**

**Data 30** “Would you like some  
miracle mist lotion?”

At minute 1:29 Mr. Beast is trying out a plane with a first class ticket for \$500,000. He offered Miracle Mist lotion to one of his friends with the sentence "Would you like some miracle mist lotion?". This sentence includes an offer because Karl is offering a product to Mr. Beasts. Offer is included in speech functions because it is a communication act that aims to offer something to another person. In the context of this video, this offer may be used to promote Miracle Mist products.

### 4.4 Command

A command is a way of demanding goods and service in form of imperative statement whether in the form of positive or negative command. Command occurs when the speaker demands the hearer to do something, such giving some goods or service and the hearer are there by invited to give that goods or provide the service. Based on the data collection, there were 30 utterances of command that found in this research. This phenomenon is further elaborated upon in the following data.

#### **Video 1 (\$1 vs. \$500,000 Plane Ticket)**

**Data 34** “Point the camera up and down”

Based on the previous data, the utterances "point the camera up and down" is an order given by Mr. Beast to his cameraman. This sentence is included in the speech function because it gives instructions to the cameraman to carry out certain actions. Mr. Beast likely asked the cameraman to pan the camera up and down to show the audience the various features of the expensive private jet.

Based on the findings above, it can be concluded that this research found all types of speech functions in the videos Mr. Beast. Statements were used Mr. Beast to provide information, express ideas, when Mr. Beast describing his travel plans, expressing his

feelings, and informing viewers about the current situation. Questions when Mr. Beast asked questions about the sound of the plane engine, asked his team's thoughts on the challenges Offers when Mr. Beast offered his friend's body lotion, proposed a challenge to the participant for money, and offered coffee as a reward to the participant. Commands were used to give instructions when Mr. Beast commanded his cameraman to point the camera, instructed participants to enter the circle.

#### **V. CONCLUSION**

Based on the finding and discussion, it can be concluded researcher found all types of speech functions in the video and can strengthen that this research is suitable using Mathiessen and Halliday's theory (2014).

There were 191 speech functions conveyed by Mr. Beast in 4 videos. From these results, statement was the type most often found compared to other types of speech functions, with 89 speech functions. Followed by question has more than the offer and command types, which is 58 speech functions. Then, commands have 30 speech functions and the least found was offer which has 14 speech functions. It can be concluded that the most dominant type of speech

function used by Mr. Beast on YouTube channel is statement.

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